

## **AMENDMENT TO THE SPECIFICATION**

**Please replace the paragraph beginning at page 13, line 3, with the following rewritten paragraph:**

More specifically, in accordance with the present invention, goods, services and the like, --which are typically advertised or displayed or made available in the marketplace 14 such as on television 16, or in magazines or print media 18 or on store shelves 20 or just as products [[24]], e.g., glasses 22-- are all made to carry unique item identifying indicia 24 which can comprise a bar code or a symbol or an electronically embedded code or an RF tag or an invisibly provided indicia or even an image of the item, all of which can be sensed or read by the customer tool 12. The customer tool 12 has the capability of communicating that unique item indicia to the universal e-Agent 30 for the purpose of either obtaining additional information about the item or for effectuating a transaction such as the purchasing thereof. The customer tool is any of the existing products or retrofitted products that is equipped with a scanner or sensor to read the image or the other form in which the indicia 24 is provided on the actual products or services.